



Artistic Interiors

Sani-flat

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Artistic Interiors

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HOME DECORATIVE INTERIOR SUGGESTIONS



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Progress of Artistic Interior Development

Most important to the harmony and happiness, and even to the health of the home, is color. And yet color, as it relates to these, is all too little understood.

The possible influence of a color scheme in making a house more “livable” is only beginning to be widely appreciated, while the actual effect of color beauty and tone harmony in the making of a “homey” home is never so well realized as when, perhaps, some ill-chosen interior decoration gives way to a well-selected and successfully carried out plan of design.

Among the first, if not *the* first in this country to realize the commercial importance of this subject, were the publishers of this book. For practically a generation they have been in the forefront of the movement to make the home beautiful, simply, practically and economically possible.

Behind all the unsparing effort put forth by Benjamin Moore & Company during their thirty years of business, they have had one supreme guiding purpose, namely: at all times to produce interior decorating colors that should more nearly fulfill the requirements of beauty, sanitation and service than any of those already on the market.

And they genuinely believe they have well succeeded.

Color Harmony and Home Comfort

To decorate a house properly requires serious thought and some knowledge of color and color harmony.

The color treatment of a house interior must begin with the walls. They form the atmosphere, as it were, which makes a room pleasant or otherwise. Neither floor coverings, draperies nor furniture can minimize the influence of the walls that shut out the world and enclose the home.

Your Home Is Yourself

As each home must express the individuality of the home-maker, so the wall-colors must always follow personal preference. In a very real way your home is yourself.

Few of us realize how color affects one. People suffer from living against unsympathetic backgrounds, so to speak. They are nerve-worn by jarring colors, yet do not know what is the matter with them. Select, therefore, only such colors as are pleasing to you and be sure you get them in those soft tones that are so essential to the restful enjoyment of a room. This softness of tone can always be assured in the velvety finish of certain readily procured and easily applied paints and kalsomines.

Choose Your Colors Carefully

As a rule, dark and gloomy colors depress one, while bright, sunshiny tones bring cheerfulness.

Colors should always be chosen with reference to the quantity and quality of light which enters the room. When going into a new house, where the walls are not yet decorated, it is often difficult to get a correct impression of how light or how dark the walls will be when treated with design and color.

If a room is dark, sunshiny yellows or warm rose tints will make it brightest and most cheerful.

Yellows, reds or golden browns are the rule for a north room as it has but little sunshine.

A room with a southern exposure requires cool, light colors—blues, greens and grays—as it receives a flood of sunlight.

Olive green is best suited to a northern exposure. As this color is likely to take on a brownish tone at night, it should be considered by both daylight and artificial light.

Rooms that face east and west will take practically any color.

Color Makes for Contentment

If one is to live in the same house all the year round, one must not choose colorings of so much warmth that they will prove unpleasant during the hot months. While a brilliant red in the living-room is certainly cheerful and attractive on winter evenings when everything is lighted up, by daylight it seems to contract the size of the room. And it is most assertive when the weather is warm.

Red walls should never be used with mahogany furniture as the walls kill the color of the mahogany.

Wine color, however, is a most satisfactory color to live with as it has none of the assertive qualities of a really bright red. Probably buff or tan with white woodwork makes the ideal wall tint for a living-room.

It is well to remember that moldings and plate rails break up the wall spaces and are valuable factors in wall treatment. The ceiling in all cases must be lighter in tone than the walls.

Color has also much to do with the apparent size of the room. Generally speaking, red and the darker tones cause the walls seemingly to contract, whereas light shades lend breadth and height.

All these are scientific facts and have been abundantly proved by scientific methods.

How to Make Rooms Larger

In a room where the ceiling is much too high, the wall decoration can be divided into three sections. The ceiling tone can run down one or two feet, level with the top of the doors and

windows. Its termination should always carry out some architectural line already in the room. Another deeper tone below this could cover the wall to within seven feet of the floor, and a wood paneling would then make a suitable base. Unless the walls are over eleven feet high—which is seldom the case—it would not be necessary to bring the ceiling paper down.

If a ceiling is so low as to be depressing, use a white ceiling and a very light-toned wall.

Never make the mistake of carrying the design of the side walls up to the ceiling. It has the effect of bringing the ceiling down almost on one's head—and this is most burdensome and unrestful.

In rooms where something other than plain walls are desired, a stenciled design in contrasting color or shade may be used. This is often suitable in the hall as a border below the molding, and in the child's bed-room as a dado or just below the molding. The bolder stenciled designs are often used as dados in dining-rooms.

The Keynote of the Plan

To secure color harmony throughout the house, the hall must be considered first, as it is the keynote of the whole color scheme.

In the first place, let the hall look inviting. If it is narrow and poorly lighted, yellow is a good color to choose as it will introduce an atmosphere of sunshine. Side walls of Roman yellow or buff, above a dado of russet or tan, would harmonize with a dining-room of brown and copper, and a living-room of buff, warm gray or green.

An effective color scheme for a square hall is one of ivory having a dado of warm, permanent red.

If the walls of a hall are very high, they must be broken by molding and a contrasting dado of darker color. This should be in proportion to the height of the wall on the staircase. If a dado is used here, let it end where it meets the stairs. Never follow the slant of the stairs.

Many Rooms But One Home

The library must be restful. No color must be chosen that tends to distract the eye or thought. Any of the darker shades of green, russet, tan or wine color would be excellent here. Russet walls with cream ceiling, or buff walls with a russet dado and cream ceiling would prove delightful. When using several tones, it is best to make them the varying shades of one color.

For the living-room, where we like to have our favorite pictures, the softest colors such as buff, tan or warm gray would be the most satisfactory. A darker base may be used here, with the upper walls light.

The dining-room, as elsewhere suggested, may have darker-toned walls if it is a sunny room. Wine color, russet, olive, elm green, or tan would be excellent; and not infrequently a very delightful dining-room with southern exposure has been done in Delft blue on the walls with pale blue ceiling, a paneling and plate rail of mahogany or walnut adding a rich contrast.

Beauty Should Be Permanent

For the bed-room, colors should be chosen for their soft and restful tones. Remember your furniture and floor coverings, and select the colors that harmonize best with them; and try to harmonize all of these with yourself.

For the bath-room, nothing can be more in keeping with its purpose than a scheme of pure, cleanly, sanitary white carried out in Sani-Flat.

A finish coat of enamel ("Mooramel") will add to the depth and luster of the undercoat, and make it washable practically without limit.

For the kitchen use cream, buff, sky blue, French gray or apple green.

For every room in the house, for every purpose of successful home making, a practically infinite range of harmonizing tints and shades of remarkably permanent depth and richness may be had by the use of Sani-Flat or Muresco.

Sani-Flat, the Right Paint for Right Results

Those who know paints and their qualities concede that Sani-Flat is one of the most remarkable products of its nature that has ever been produced. It commends itself to you and to me for use in our homes, first of all because of its soft, velvety tones which go so far toward insuring the beauty and restfulness of a room.

Sani-Flat, as its name indicates, is an absolutely sanitary, soft, flat oil paint. It has depth of tone and luster without shine. It is non-changeable as to color—white Sani-Flat never turns yellow.

And *it is absolutely non-poisonous, containing no lead.* This last quality should put Sani-Flat before all other oil paints for any kind of interior use—especially for the home. The serious effects of poisoning which have resulted from the use of paints containing lead make the avoidance of this element almost imperative.

What Makes Paint Last

Sani-Flat has, for its base, a special brand of imported zinc sulphide, commercially known as lithopone, which is controlled in this country by the makers of Sani-Flat, and is the only lithopone pigment known which will not change color on exposure to sunlight.

There is absolutely no rosin in the composition of Sani-Flat.

Paints made with rosin and cheap oils, of which there are many, may dry flat and look well at first, but such a coating is not safe to paint over as it becomes very hard and is liable to crack or craze, necessitating the removal of the old paint before redecorating.

The life of any paint is measured by its quality and percentage of binder. Sani-Flat contains a greater maximum amount of binder than any other flat wall paint on the market, making it superior to all others in durability.

Sani-Flat is especially good for walls, woodwork, steel ceilings, and all other interior decorating and painting where a durable, flat paint is needed.

As an undercoating for enamel, Sani-Flat has no equal. Two coats will cover as well as three coats of white lead. It makes a smooth even surface without laps or brush-marks, and offers an ideal undercoating for any and all enamel work.

Good Paint Should Go Far

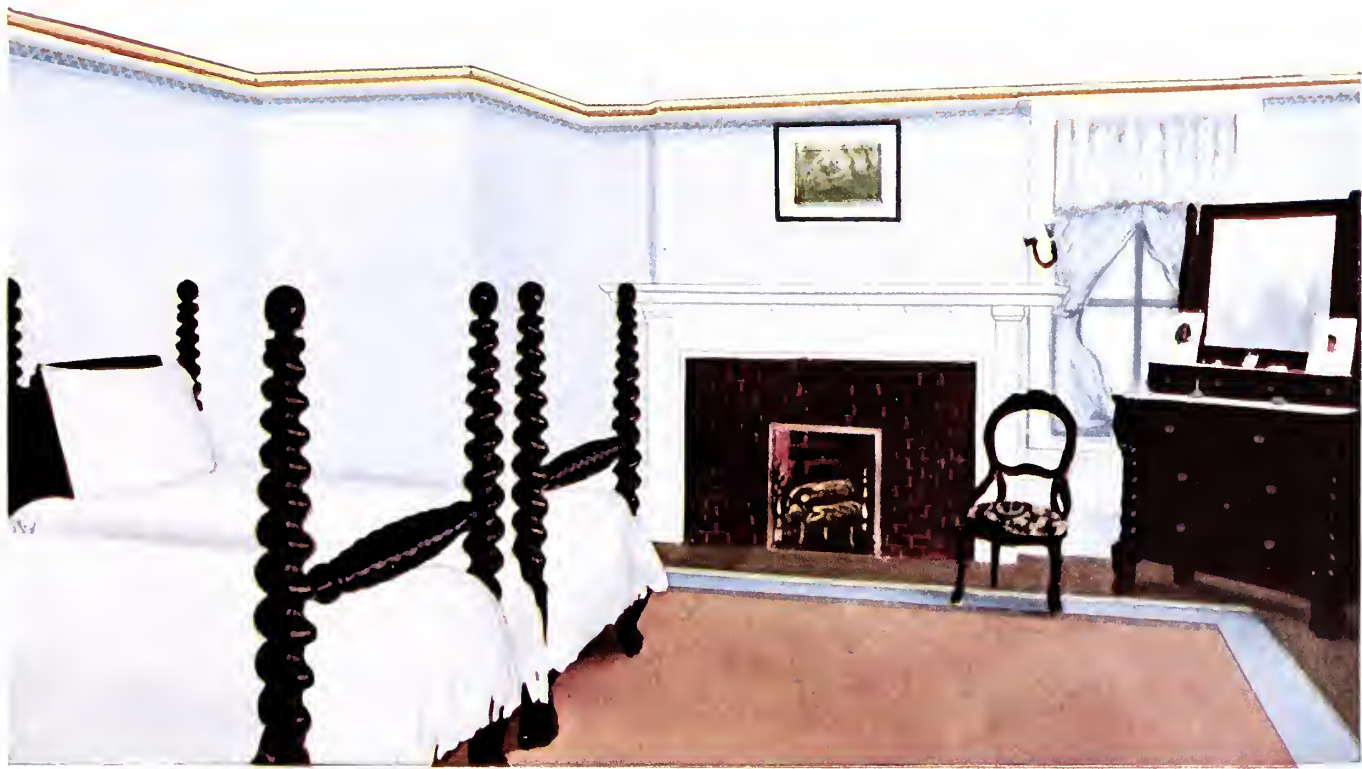
Sani-Flat is very economical. It works easily, levels and flows freely so that a painter can cover one-third more surface with it than with any other article of its kind. Its covering qualities are so great that two good coats are sufficient for ordinary work. Unlike other similar paints, it does not precipitate or settle hard in the bottom of the can, but can be stirred up quickly, effecting a great saving of time. Sani-Flat is sold at a reasonable price, and considering its advantages, it is without doubt the most economical interior flat oil paint yet produced.

Blue Colonial Bed Room

Here is a dainty bed room in Colonial style, which would be especially suitable for a woman's room. The walls of Pale Blue Sani-Flat, White or Ivory ceiling with White Enamel woodwork and furniture. If more contrast is desired, mahogany furniture may be used here—or a brass bed—which is possible with Blue wall treatment. Blue and White portieres with rugs of Tan and Blue further carry out the color scheme.

How to Obtain the Effect as Shown on Plate A

Walls.....Pale Blue Sani-Flat
Ceiling and Drop.....White Sani-Flat
Stencil No. 2008 one inch below picture moulding Delft Blue and Sani-Flat
Moulding (Finish).....White and Gold
Woodwork White Enamel....Mooramel
Floor (If Natural).....Moore's Elastic Floor Finish
Floor (If Painted)Moore's Chestnut Brown Floor Paint



Benjamin Moore & Co.

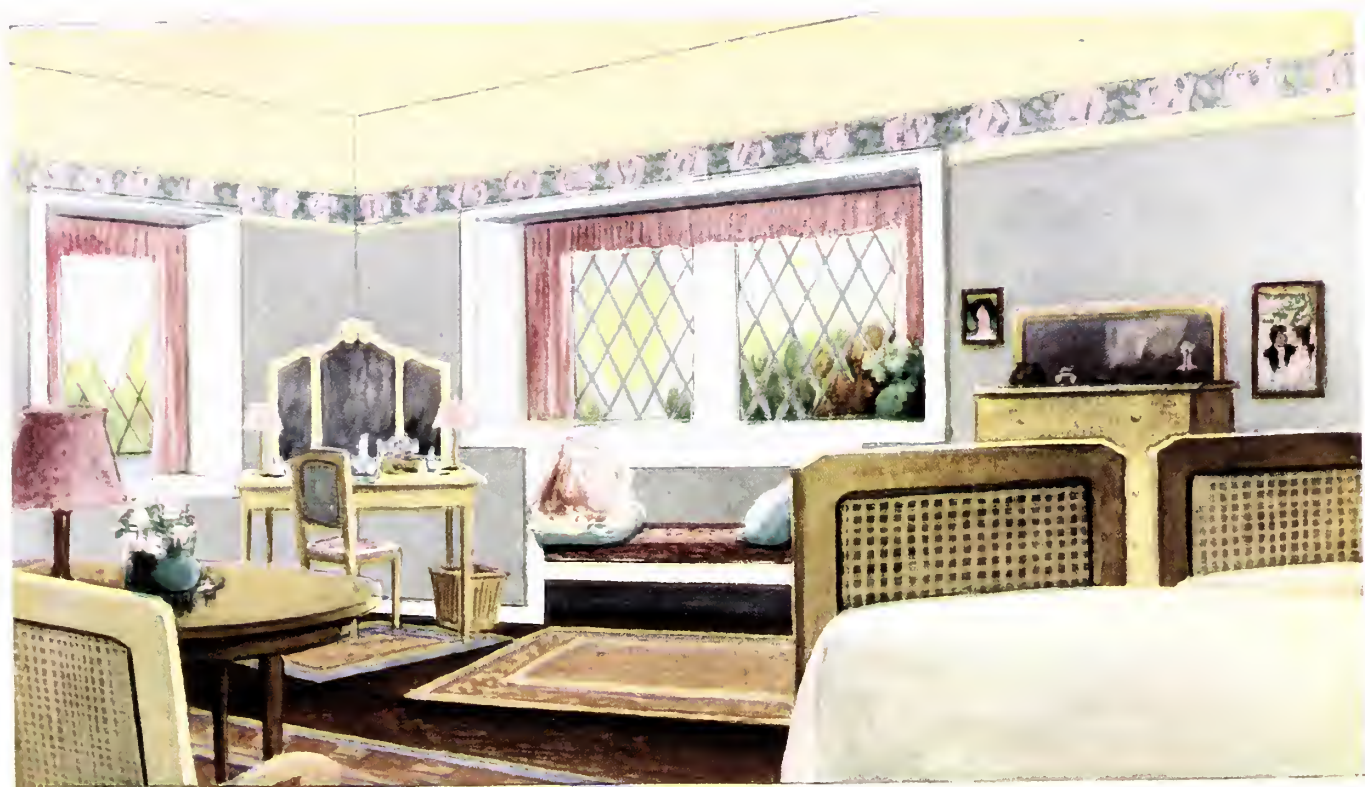
Plate A

A Light Gray Bed Room

Soft Grays are very restful in sunny or well lighted chambers. Light Gray Sani-Flat is ideal for such rooms. It is especially soft and pleasing when used in combination with Old Rose for the frieze and Ivory for the ceiling. Woodwork and furniture finished in the darker shades may be used with the above, also Golden Oak or White Enamel Furniture with the woodwork of the same finish. The draperies are of deeper rose with rugs in Rose and Cream.

How to Obtain the Effect Shown on Plate B

Walls.....	Light Gray Sani-Flat
Frieze.....	Old Rose Sani-Flat
Ceiling.....	Ivory Sani-Flat
Woodwork White Enamel	Mooramel
Floor (If Natural).....	Moore's Elastic Floor Varnish
Floor (If Painted).....	Moore's Light Gray Floor Paint



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Plate B

A Cheerful Bed Room

This plan of decoration for the room with northern exposure which needs brightening up. The color scheme shown on this plate is adapted to many styles of rooms and in all cases will prove very attractive. It will be noticed that the picture moulding, which is a Russet or Dark Tan touched with Gold, is placed close to the ceiling, the entire wall being coated with Buff Sani-Flat and the ceiling with Ivory. The placing of the moulding on the wall is a matter of choice, whether eighteen inches down, or close to the ceiling. White Enamel woodwork and furniture would be attractive with these wall decorations, but almost any kind of wood finish or furniture could be used. The curtains of Terra Cotta with Turkish rugs in Terra Cotta, Cream and Old Blue add much to the beauty of the room.

How to Obtain the Effect Shown on Plate C

Side Walls.....	Buff
Ceiling.....	Ivory
Moulding (Finish).....	Russet with Gold
Woodwork (If Natural)	Moore's Elastic Interior Finish
Woodwork (If Enamelled)	Mooramel
Floor (Natural).....	Moore's Elastic Floor Varnish

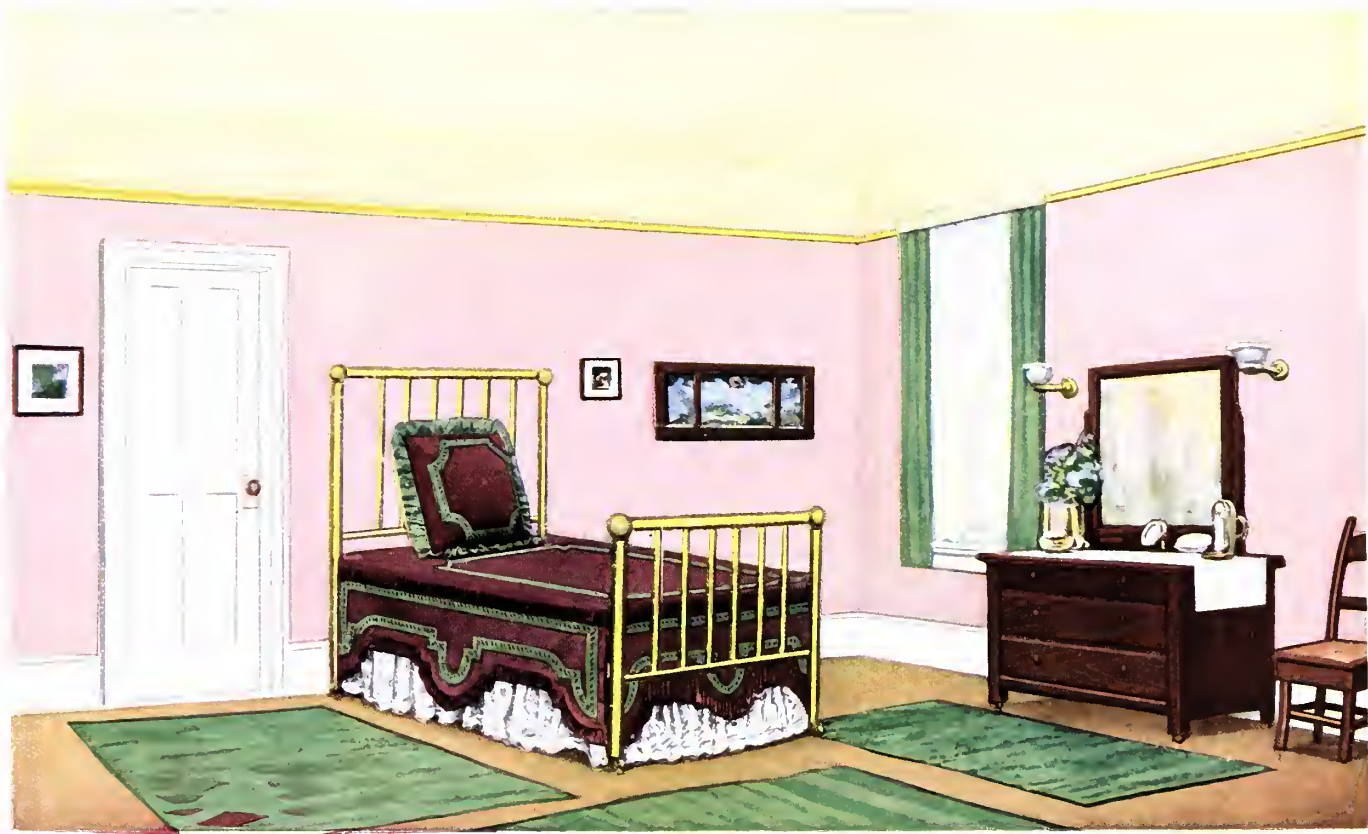


Old Rose Bed Room

Every house has one or more rooms which do not get much sun. A warm bright wall tint will work wonders in such rooms. Plate D shows one finished in Old Rose Sani-Flat with an Ivory ceiling, White Enamel woodwork, and Mahogany furniture, that would be very restful to the eye and cheering to the spirits. The Green and White dainty curtains with the Green and White of the rug lend a pleasing note of contrast.

How to Obtain the Effect Shown on Plate D

Walls.....	Old Rose Sani-Flat
Ceiling and Drop.....	Ivory Sani-Flat
Moulding.....	Ivory and Gold
Woodwork White Enamel....	Mooramel
Floor (If Natural).....	Moore's Elastic Floor Varnish
Floor (If Painted)	Moore's Chestnut Brown Floor Paint



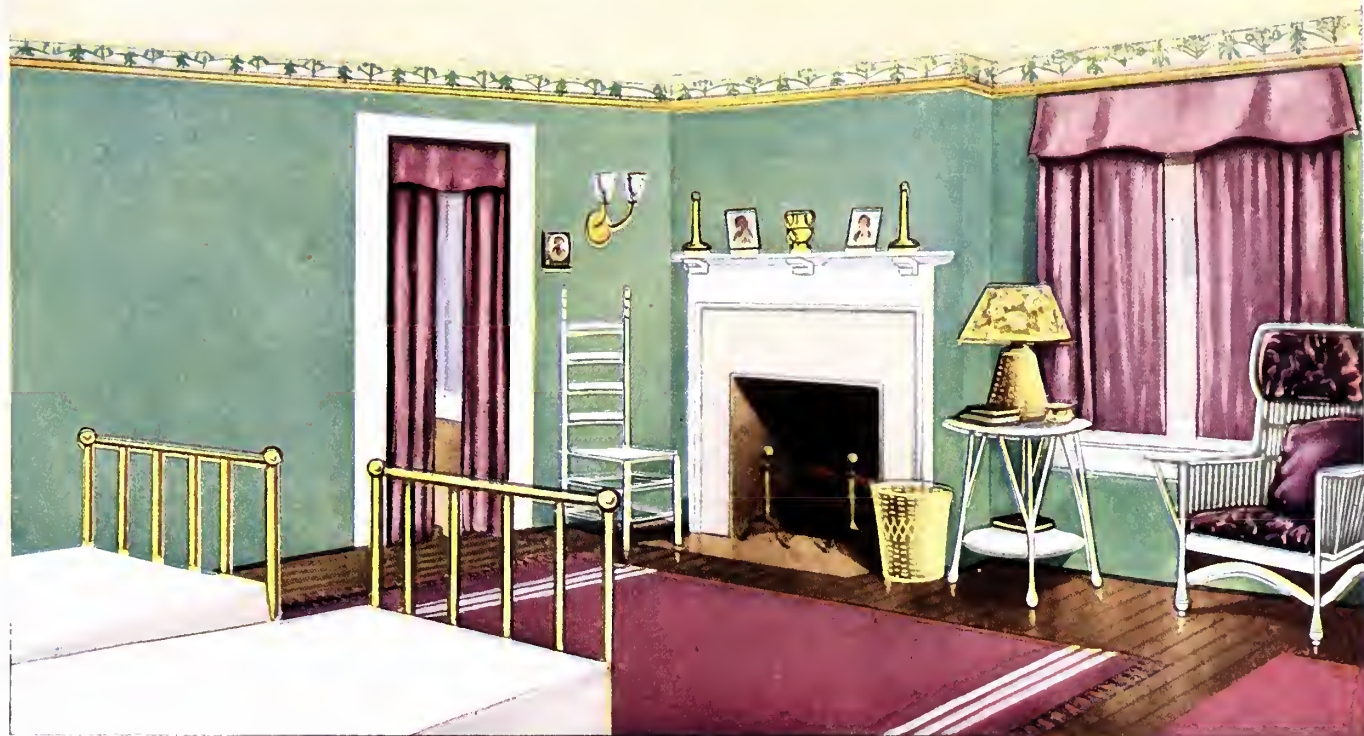
Bed Room Finished with Light Green Tints

These soft Light Green Tints are always pleasing in bed room, as they impart a quiet, restful feeling.

The Pea Green Sani-Flat shown here is being used extensively for wall decorations. When in combination with Ivory ceiling and White Enamel woodwork and furniture, the effect is delightful. The portieres of plain Old Rose with the same Rose tint in the rug add to the cheerfulness of the room.

How to Obtain the Effect Shown on Plate E

Walls.....	Pea Green Sani-Flat
Ceiling and Drop.....	Ivory Sani-Flat
Stencil No. 1432.....	Rich Green Sani-Flat
Moulding.....	Gold
Woodwork White Enamel....	Mooramel
Floor (If Natural).....	Moore's Elastic Floor Varnish
Floor (If Painted).....	Moore's Chestnut Brown Floor Paint



Simple and Attractive Dining Room

Most dining rooms are simple in architectural design, and yet, if care is exercised in the choice of decorations, it is possible to make them very attractive. A particularly good effect can be produced by dividing the walls with plate-rails and moulding which gives an opportunity for two or three tone work. Plate F shows three tones, Olive, below the plate-rail, Russet above, with a Buff ceiling, and Dark Oak moulding, woodwork and furniture being Dark Oak. The above color scheme makes an ideal and most effective dining room. The portieres and floor covering show soft Browns and Reds with a tinge of deep Blue and offset the deep tone of the Olive and lend brightness to the rooms.

How to Obtain the Effect Shown on Plate F

Walls (Below Plate Rail).....	Olive Sani-Flat
Walls (Above Plate Rail).....	Russet Sani-Flat
Ceiling.....	Buff Sani-Flat
Moulding.....	Dark Oak
Stencil two inch above plate rail...	Olive Green
Floor (If Natural).....	Moore's Elastic Floor Varnish
Floor (If Painted).....	Moore's Chestnut Brown Floor Paint



Gray and Cream Dining Room

The soft tones of this color scheme make it suitable for any dining room whether well or poorly lighted. The warm Gray Sani-Flat combined with Cream Sani-Flat for the walls and Ivory Sani-Flat for ceiling gives the room an air of cheerfulness, and harmony that will appeal to many.

The White Enamel of the woodwork offers a pleasing contrast to the floors of Quartered Oak. Should the woodwork be new or unpainted, they can be finished natural—and produce an equally attractive result. The Soft Green of the portieres, further reflected in the rug of Tan and Green, offers a pleasing contrast.

How to Obtain the Effect Shown on Plate G

Walls (Below Plate Rail).....	Warm Gray Sani-Flat
Walls (Above Plate Rail).....	Cream Sani-Flat
Ceiling.....	Ivory Sani-Flat
Woodwork White Enamel.....	Mooramel
Moulding near Ceiling.....	Ivory Sani-Flat
Floor.....	Moore's Elastic Floor Varnish



Artistic Dining Room

In this color scheme, the wainscoting is solid panelled work, stained walnut to match the trim and ceiling beams. Wine Color Sani-Flat is used to the plate rail, all above being finished with Buff Sani-Flat. The picture moulding is here placed near the ceiling. Floors are of Dark Oak. Mahogany furniture. Should the wainscoting be plain panelled work, the wall space inside the panel could be finished with Wine Color Sani-Flat, the floors finished natural, stained a Dark Oak, or painted Chestnut Brown. This would go well with Dark Oak, Mahogany or Walnut furniture. The curtains are of Buff, with rug of Tan or Blue.

How to Obtain the Effect Shown on Plate II

All woodwork including Wainscoting.....	Walnut Stain
Walls (To Plate Rail).....	Wine Color Sani-Flat
Ceiling and Drop.....	Buff Sani-Flat
Picture Moulding (Near Ceiling).....	Walnut Shade
Floor (If Stained).....	Moore's Dark Oak Stain
Floor (If Stained or Natural).....	Moore's Elastic Floor Varnish
Floor (If Painted).....	Moore's Chestnut Brown Floor Paint



A Green and Gray Tint Dining Room

The combination of Light Green and Soft Gray has always been popular. Their perfect harmony imparts a feeling of rest and refinement that is much to be desired.

Furthermore, it is not difficult to select furnishings that go well with them. Here the portion below the plate rail is finished in Elm Green Sani-Flat, above the plate rail Warm Gray, and the ceiling Cream Sani-Flat. The moulding, which is placed near the ceiling, is painted Elm Green; ceiling beams, floors and other woodwork are Dark Oak, finished natural. The curtains of soft Green with rugs in Green and Brown complete the harmony.

How to Obtain the Effect Shown on Plate J

Walls (Below the Plate Rail).....	Elm Green Sani-Flat
Walls (Above the Plate Rail).....	Warm Gray Sani-Flat
Ceiling.....	Cream Sani-Flat
Moulding.....	Elm Green Sani-Flat
Woodwork.....	Moore's Elastic Interior Finish
Floor.....	Moore's Elastic Floor Varnish



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Plate J

Library

As the library must first of all be restful, the soft Russets and Tans are perhaps the most desirable tones for its decoration. This combination of Russet Sani-Flat for the dado, of Tan on the wall, and an Ivory ceiling, is one of the most satisfactory.

Russet Sani-Flat is used for the stencil and picture moulding. Woodwork, including ceiling beams and furniture, are Old English Oak, finished in Mission style, but other finishes would be equally satisfactory. The floor is Quartered Oak, finished natural. Draperies and rugs introduce an effective color note in their mixed Tan and Old Blue.

How to Obtain the Effect Shown on Plate K

Dado.....	Russet Sani-Flat
Walls.....	Tan Sani-Flat
Ceiling.....	Ivory Sani-Flat
Stencil.....	Russet Sani-Flat
Floor	Moore's Elastic Floor Varnish
Woodwork.....	Moore's Dri-Dul Flat Varnish



Library

The decorative suggestion shown on Plate L makes a particularly attractive library. Rich harmonizing colors are used, not only on walls and woodwork, but also in furniture, rugs and draperies; a combination which imparts a feeling of luxury and refinement. It will be noted that the dado is Permanent Red Sani-Flat, the wall, Russet Sani-Flat, and the ceiling, Cream Sani-Flat. The stencil work is done with Permanent Red and the moulding is Gold and Permanent Red. The woodwork and furniture are Mahogany, floors, Dark Oak. The draperies in Tan with Turkish rugs in harmonizing tones of Red lend a further note of richness.

How to Obtain the Effect Shown on Plate L

Dado.....	Permanent Red Sani-Flat
Walls	Russet Sani-Flat
Ceiling.....	Cream Sani-Flat
Stencilling.....	Permanent Red Sani-Flat
Moulding.....	Permanent Red and Gold Sani-Flat
Floor	Moore's Elastic Floor Finish
Woodwork and Furniture.....	Moore's XX Rubbing and Polishing Varnish



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Plate L

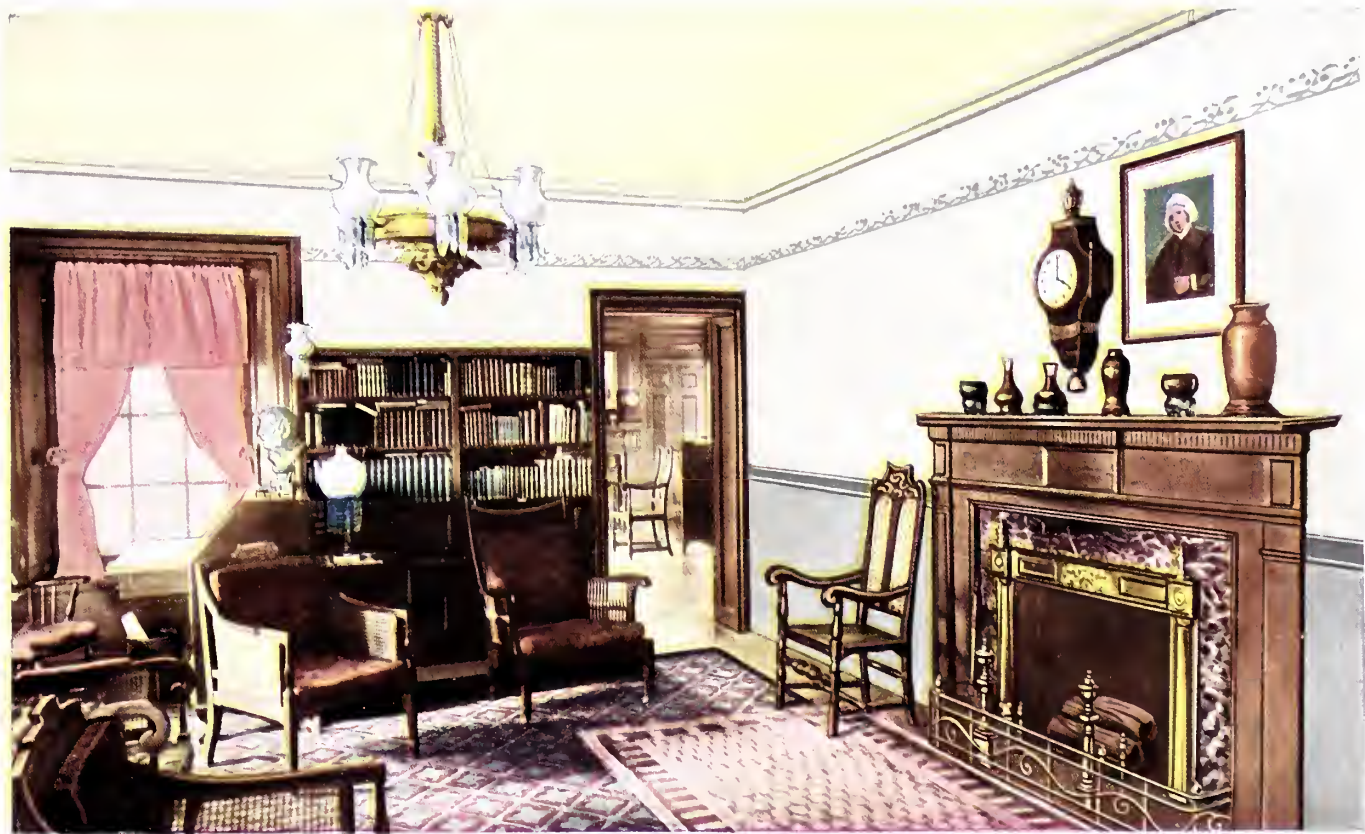
Gray Library

A very charming color scheme for a library is in graduations of gray. The blending of the French Gray dado, Light Soft Gray wall and Ivory ceiling, a stencil of French Gray and Ivory moulding proves especially delightful in sunny rooms.

The woodwork, floors and furniture are a medium shade of Oak. The Wine Red in draperies and floor covering is most effective.

How to Obtain the Effect Shown on Plate M

Dado.....	French Gray Sani-Flat
Walls.....	Light Gray Sani-Flat
Ceiling.....	Ivory Sani-Flat
Stencil Work.....	French Gray Sani-Flat
Moulding.....	Ivory Sani-Flat
Floor	Moore's Elastic Floor Varnish
Woodwork.....	Moore's Elastic Interior Finish



Library in Olive Shades

As shown here the use of two or three different shades of one color make a most pleasing scheme of decoration for a library.

In this plan, Olive Green for the dado, Elm Green for the wall, and Apple Green for the ceiling would be delightful in a sunny room. The Dark Oak woodwork, and furniture and rugs in shades of Brown or Dark Red form a pleasing contrast. The Tobacco Brown in the draperies with the Oriental rugs of similar tones are excellent here.

How to Obtain the Effect Shown on Plate N

Dado.....	Olive Sani-Flat
Walls.....	Elm Green Sani-Flat
Ceiling.....	Apple Green Sani-Flat
Moulding.....	Olive Sani-Flat
Floor.....	Moore's Elastic Floor Varnish
Woodwork.....	Moore's Dri-Dul Flat Varnish



An Inviting Hall

The Wine Red Sani-Flat on the walls of this hall, and Buff ceiling would make a warm, inviting entrance to any home. This color plan would be especially good in a roomy hall where there is light enough to offset the Dark Wine tone. The Oak furniture and woodwork offer the needed contrast. The rugs of Tan, Old Blue and Green with soft Green portieres are very soft and pleasing here.

How to Obtain the Effect Shown on Plate P

Walls.....	Wine Sani-Flat
Ceiling.....	Buff Sani-Flat
Floor (If Natural).....	Elastic Floor Varnish
Floor (If Painted).....	Moore's Chestnut Brown Floor Paint
Woodwork.....	Moore's Elastic Interior Finish



The Colonial Hall

There is a charm in the simplicity of the Colonial decoration that always appeals—and it can be utilized wherever the architecture of the hall will allow. These Rich Green walls, with Apple Green ceiling, lend a delightfully cool, refreshing atmosphere. The White Enamel woodwork and stair railing are supplemented by the finishing hand rail in Mahogany or Walnut. The old style rag rugs of mixed colors, White, Blue, Black, Red and Brown, carry out the Colonial effect. Portieres in Green offer the completing note to the color scheme.

How to Obtain the Effect Shown on Plate R

Walls.....	Rich Green Sani-Flat
Ceiling.....	Apple Green Sani-Flat
Woodwork (Enamelled).....	Mooramel
Woodwork (Natural).....	Moore's Elastic Interior Finish
Floor.....	Moore's Elastic Floor Varnish



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Plate R

A Paint for Every Purpose

The exterior of the house needs painting every so often, to preserve and make attractive. For this purpose there is no better paint than Moore's House Colors.

For cement floors of cellars and garages, use the only reliable MOORE'S CEMENT FLOOR PAINT. It fills the pores and makes a solid gloss surface which can be flushed with water, insuring sanitary conditions.

Preserve the shingles by coating with MOORE'S SHINGLE STAINS. None better.

Paint the piazza and lawn furniture with MOORE'S VERANDA FURNITURE ENAMEL. It dries hard with a rich luster and is not affected by atmospheric conditions.

Make your furniture look like new by touching up with TILE-LIKE VARNISH STAIN which will not show scratches or be affected by water.

MOORE'S FLOOR PAINT cannot be excelled as a floor-coating; dries over night.

Only the best quality of paint should be used on piazza floors. MOORE'S ENAMEL FLOOR AND DECK is made to resist successfully the weather conditions and constant wear.

If information is desired on anything pertaining to decoration, painting, varnishing or enameling, do not hesitate to write, as we shall esteem it a privilege to answer such inquiries.

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